

Dear Program Cooperator,

Last year, the United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) introduced a national, healthy eating and physical activity campaign targeting school-aged children (age 2-18 years).

The Eat Smart. Play Hard.™ campaign goal is to encourage children and their families to adopt nutrition behaviors that are consistent with the Dietary Guidelines for Americans.

The campaign's primary communication vehicle is Power Panther™, a spokescharacter who conveys nutrition and physical activity messages in a fun and non-threatening way as a peer. The campaign's focus is on four basic themes—the importance of breakfast, healthy snacks, physical activity, and balancing what you eat with what you do.

Enclosed you will find a variety of information illustrating how you can become an active participant in delivering the positive **Eat Smart. Play Hard.™** messages in your existing nutrition education and physical activity programs. This information packet contains samples of available nutrition education and promotion materials, ideas on how to integrate them in your programs, and how you can borrow the Power Panther™ costume for your special events. **Check our website, www.fns.usda.gov for ordering information.**

If you have any questions or would like more information, please call us at (703) 305-2585 or fax your questions to (703) 305-2576.

Thank you for supporting the **Eat Smart. Play Hard.™** Campaign!



Eat Smart. Play Hard.™

United States Department of Agriculture • Food and Nutrition Service